



BIKE SHARE

July 1 - July 31 2018 Report Tempe



GRID Bike Share is Operated By:



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System Snapshot

Table 1

Stations/Bikes	Full System	Tempe Only
Active Regular Stations	116	32
Active Virtual Stations	8	0
Active Bikes (averaged over the month)	917	N/A
Trips		
Total Trips	5,746	1,909
Trips Per Day (average)	186	61
Utilization Rate (trips per bike per day)	.2	.21
Active Members		
Total Membership	25,293	N/A
Monthly/Yearly Plans	738	N/A
Pay-As-You-Go & 7 Day Plan	24,555	N/A
Revenue		
Total Revenue	\$18,215.60	\$2,634.32
Maintenance/Customer Service Activity		
Total CS Cases Created	112	N/A

Due to current limitations in the Social Bicycles data tracking software, not all GRID system data can be split by city. Trip data for each city can be extrapolated by using data from trips started inside a specific system area (in this case the Tempe system area). Unfortunately membership and customer service data as well as some trip data are not linked to the location of a user's first sign-up or home system area at this time and therefore this city-specific data shows as N/A in this report.

Membership

New/Total Active Members (Full System)

Table 2

Membership Type	New Sign Ups	Total Active Members
Student	15	245
Monthly	19	200
Annual	0	146
Other	2	147
Pay As You Go	487	24,502
7 Day Pass	70	53
TOTAL	593	25,293

Trips

Cumulative Trips Per Day of the Week
July 2018 (Tempe Only)

Table 3

M	T	W	Th	F	Sa	Su
266	260	240	217	252	340	334

Trip Initiation Method (Tempe Only)

Table 4

Mobile	164
Keypad (manually entered)	1,682
Keypad RFID Card	51
Website	12

Table 5

	July (Full System)	YTD	Tempe Only	YTD
Total Trips Taken	5,746	65,436	1,909	26,564
Total Miles Ridden	7,692	103,356	2,814	43,579
Avg Trip Distance	1.4	2.1	1.5	1.7
Avg Trip Time	20:39	26:37	18:48	20:59
Avg Weekday Trips	194	292	65	130
Avg Weekend Day Trips	163	360	52	114
Holds	261	3,153	N/A	N/A
Ended out of Hub	2,297	23,706	992	13,258
Ended out of System Area	10	172	4	63

Determining the start area of a trip with a Hold is currently not possible due to limitations in the Social Bicycles tracking software. Therefore, the count of holds is only displayed as a part of the "full system".

Trip Stats by Member Type (Full System)

Table 6

Member Type	July Trips	%	Trips YTD	% YTD
Pay-as-you-go	1,960	34%	24,894	38%
7 Day Pass	307	5%	4,728	7%
Annual	347	6%	3,452	5%
Monthly	679	12%	7,571	12%
Student	2,016	35%	21,543	33%
Other	437	8%	3,248	5%
TOTAL	5,746		65,436	

Trip Stats by Member Type (Tempe Only)

Table 7

Member Type	July Trips	%	Trips YTD	% YTD
Pay-as-you-go	647	34%	9,092	34%
7 Day Pass	74	4%	1,857	7%
Annual	20	1%	263	1%
Monthly	180	9%	2,777	10%
Student	940	49%	12,288	46%
Other	48	3%	287	1%
TOTAL	1,909		26,564	

Friday, July 13th was the highest day for regional ridership with a total of 238 trips taken. For trips originating in the Tempe service area, Tuesday, July 17th was the top day for ridership with 83 trips taken.

Station Performance

Regional Station Performance

Table 8

Top 10 Origin/Destination Stations	Total In/Out	Bottom 10 Origin/Destination Stations	Total In/Out
P106: 1st St / Washington St	294	M103 Centennial Way / 1st St (Library)	1
P125 Pierce St / 1st Street	263	M104 Macdonald / 1st St (Museum of Natural History)	0
P129 5th St / Roosevelt St	259	M111 Broadway / Olive	0
T20 Tempe Center for the Arts	248	M113 2nd St. and Morris (Mesa Center for Higher Education)	0
P127 Central Ave / Roosevelt St	241	M119 5th St. and Hibbert (Escobedo Park)	0
T17 Tempe Beach Park	232	M122 462 N. Drew St. (Drew Community Park)	0
P123 5th Ave / Fillmore St	220	M125 Main St. and Hibbert	0
P124 3rd St / Taylor St	213	P151 3131 S. Central Ave (Audubon Center)	0
P115 Adams St / 2nd St	211	P159 Sherman St / 3rd Ave.	0
P120 Central Ave / Taylor St	196	P174 Washington St / 2nd St	0

Tempe Station Performance
 Trips started and ended at each station in the Tempe service area
Table 9

Station Name	Racks	In	Out	Total	Low [%]	Full [%]
T20 Tempe Center for the Arts	10	120	128	248	0	0
T17 Tempe Beach Park	25	119	113	232	0	0
T14 College Ave / University Dr	15	79	98	177	0	0
T03 Rural Rd / Terrace Rd	11	72	87	159	11.11	0.01
T11 University Dr / Mill Ave	20	68	87	155	0	0
T25 University Dr. / ASU Student Housing	23	69	59	128	0	0
T16 Apache Blvd / Rural Rd	15	62	62	124	0	0
T28 Rio Salado Pkwy / Mill Ave	15	45	66	111	0.22	0
T02 3rd St / Mill Ave	9	59	49	108	0	0.08
T29 Tempe Town Lake Marina	9	39	40	79	0	0.28
T01 5th St / Forest Ave	20	31	44	75	0	0
T21 Forest Ave/ Lemon St. (Gammage)	20	35	38	73	0	0
T24 Westside Center	10	16	57	73	12.8	0
T31 6th St / Mill Ave	15	37	35	72	0	0
T04 Apache Blvd / Dorsey Ln	10	18	48	66	0	0
T26 ASU Memorial Union	25	21	37	58	0	0
T13 College Ave / Apache Blvd	15	19	34	53	0	0
T18 Neil Giuliano Park	15	18	34	52	0	0
T27 McAllister Ave / Apache Blvd	25	12	32	44	0	0
T07 Smith-Martin / Apache Blvd	10	10	16	26	0	0
T06 McClintock Dr / Rio Salado Pkwy	10	11	14	25	0	0
T09 Washington St / Center Pkwy	9	12	13	25	0	0
T08 Apache Blvd / Price Rd	10	8	15	23	0	0
T05 McClintock Dr / Apache Blvd	15	5	8	13	0	0
T15 8th St / Dorsey Ln	10	4	8	12	0	0
T22 Baseline Rd / Priest Dr	10	6	5	11	0	0
T30 Evelyn Hallman Park	8	4	6	10	0	0
T32 North Tempe Multigen Center	10	6	4	10	0	0

T10 Washington St / Priest Dr	10	4	4	8	0	0
T23 Escalante Center	10	1	6	7	0	0
T12 Rural Rd / Southern Ave	10	1	2	3	0	0
T19 Kiwanis Park	15	1	1	2	0	0

Environmental Impact

Table 10

	Full System	YTD	Tempe Only	YTD
Calories Burned	307,680	4,134,240	112,560	1,743,160
Carbon Offset	6,768.96	909,53.28	2,476.32	38,349

*Calorie calculation is based on a Wisconsin State Health Department study that assumes cyclists burn an average of 40 calories per mile.

*Carbon offset calculation is based on an EPA source that states automobiles emit an average of .88 lbs of CO₂ per mile and an assumption that the trip was taken in lieu of driving a car the same distance.

Maintenance & Rebalancing Operations

System-Wide Operations Data

Table 11

	System Wide	Tempe
Average number of bikes in service each day	917	N/A
Bikes inspected in field	2,067	1,187
Bicycles repaired	97	31
Average bike repair time	30 minutes	30 minutes
Bikes lost or stolen	2	2
Graffiti Cleaned	8	0

The two stolen bikes were recovered undamaged.

Out of Station Lock-Ups in Tempe

Of the 1,909 trips started in the Tempe system area in July, 992 were ended outside of a station. Some of the top out-of-station lock up areas were scattered across the ASU campus, Tempe Marketplace Shopping Center, Tempe Beach Park, Marina Heights, The Paseo Exchange at Vista Del Sol, and the Safeway Market complex located at South Rural Rd. and East Broadway Rd.

Reported Repairs/Issues (Full System)

Table 12

	Type of Issue	July	YTD
1	Other	314	1662
2	Seat	4	45
3	Shifting/Pedaling	4	155
4	Lock	63	235
5	Keypad	7	219
6	Brakes	0	53
7	Flat Tire	50	307
8	Lighting	4	45
9	Frame	3	30

Compared to the previous month there was a .38% increase in repairs/issues reported by users via the bikes on-board keypad. In July, 7.81% of all trips resulted in a user submitted repair request.

Customer Service Reporting

The top customer service contact category for the GRID system in July was Charges.

Table 13

Reason For Contact	July Created Cases (Full System)	YTD
Member Inquiries	13	245
Billing	14	120
Account Management	14	147
Bike Issue	8	101
Charges	21	158
General Education	16	112
Operations	13	224
Sign Up	5	51
Hub Request	2	23
Partnerships	5	29
New Program Request	1	2
Total CS Cases Created	112	1,212

Customer Service Responsiveness (Full System)

Table 14

Time of call/email request	
Avg time to answer	60 seconds
Avg duration of call	4 min 17 sec

Agreed Service Levels for Operations within the Tempe System Area

Table 15

	Performance Metric
System operations fully operational (%)	100%
All stations fully operational (%)	100%
Bicycles fully operational (%)	100%
Website fully operational (%)	100%
Backend servers fully operational (%)	100%
Avg response time this month (technical issues, breakdown)	30 minutes

Financial Summary

In July, the average revenue for the full system was \$10.59 per bike and \$1.69 per trip.

Table 16

Revenue Category	Full System	% of Total	Tempe Only
Membership Fees	\$3,358	18%	N/A
Ride Fees	\$7,251.60	40%	\$2,798.32
Out of Hub Fees	\$0.00	0%	\$0.00
Out of System Area Fees	\$120.00	1%	\$20.00
Rider Bonuses Given	-\$1,014.00	-6%	-\$184.00
Ad Revenue	\$8,500	47%	
TOTAL	\$18,215.60		\$2,634.32

*Data has not been audited and is only to be used as an approximation of Gross Revenue

Marketing Summary

Social Media

Table 17

Social Media Outlet	Impressions
Facebook	4,307
Twitter	16,800
Instagram	3,119

Events

Table 18

Event Name	City	Date
Happy Hour at the hub - Hayden Ferry Lakeside	Tempe	7/17
Happy hour at the hub - Department of Economic Security Building	Phoenix	7/31

Weather

Table 19 (Source: www.wunderground.com)

July	Full Sys.	high	low	avg	Precip. sum
1	173	104	77	91	0
2	220	108	79	94	0
3	202	110	82	96	0
4	204	107	87	97	0
5	213	115	88	102	0
6	189	111	94	103	0
7	173	113	91	102	0
8	116	111	90	101	0
9	147	107	74	91	0.56
10	181	98	78	88	0.09
11	206	101	79	90	0
12	221	102	78	90	0
13	238	106	86	96	0
14	200	103	87	95	0
15	159	100	88	94	0
16	220	105	84	95	0
17	222	107	84	96	0
18	193	103	85	94	0
19	186	106	87	97	0
20	198	109	91	100	0
21	231	102	79	91	0.01
22	147	109	85	97	0
23	190	115	89	102	0
24	143	116	91	104	0.03
25	170	116	93	105	0
26	157	111	94	103	0
27	179	110	93	102	0
28	159	108	89	99	0
29	111	105	84	95	0
30	175	109	82	96	0.01
31	223	107	83	95	0